

Iowa City Food Waste Pilot Study

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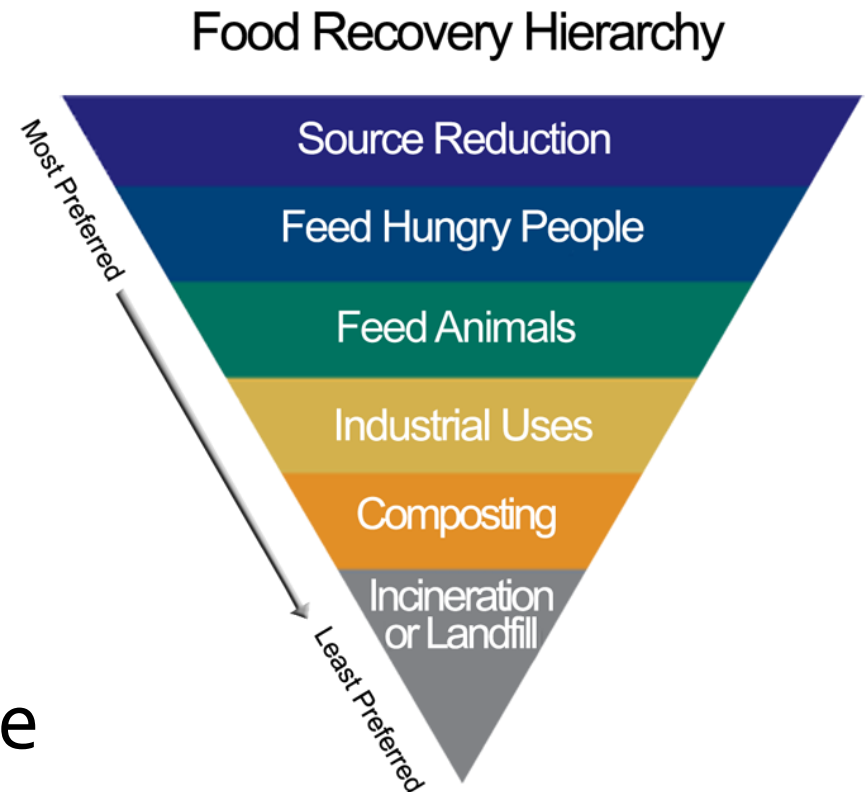
Food: Too Good To Waste (FTGTW)

- West Coast Climate Forum program
- Focuses on source reduction at household level
- Four main strategies:
 - *Smart Shopping*
 - *Smart Storage*
 - *Smart Prep*
 - *Smart Saving*
- More information at:
www.icgov.org/foodwaste



Goals

- Food as valuable resource, NOT waste
- Reduce food waste in Iowa City
- Increased participation in curbside organics program
- Gain data on food waste at household level



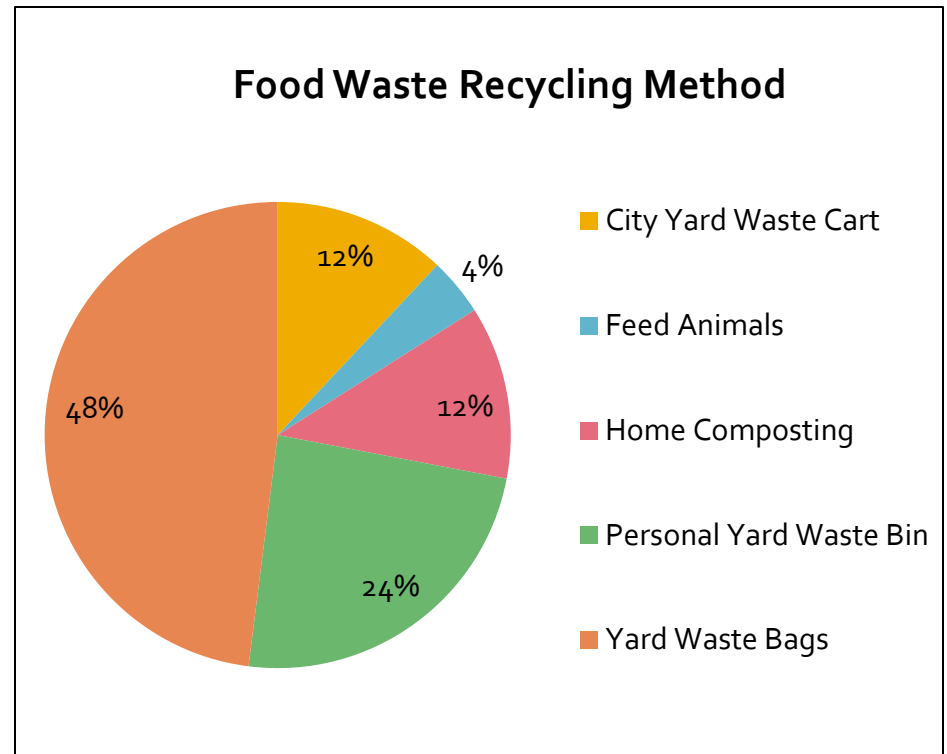
Pilot Details

- 6 weeks
- 52 participating households, 5 neighborhoods
- FTGTW Objective:
 - collect and weigh food waste weekly
 - Use FTGTW strategies
 - Any reductions in food waste over 6 weeks?

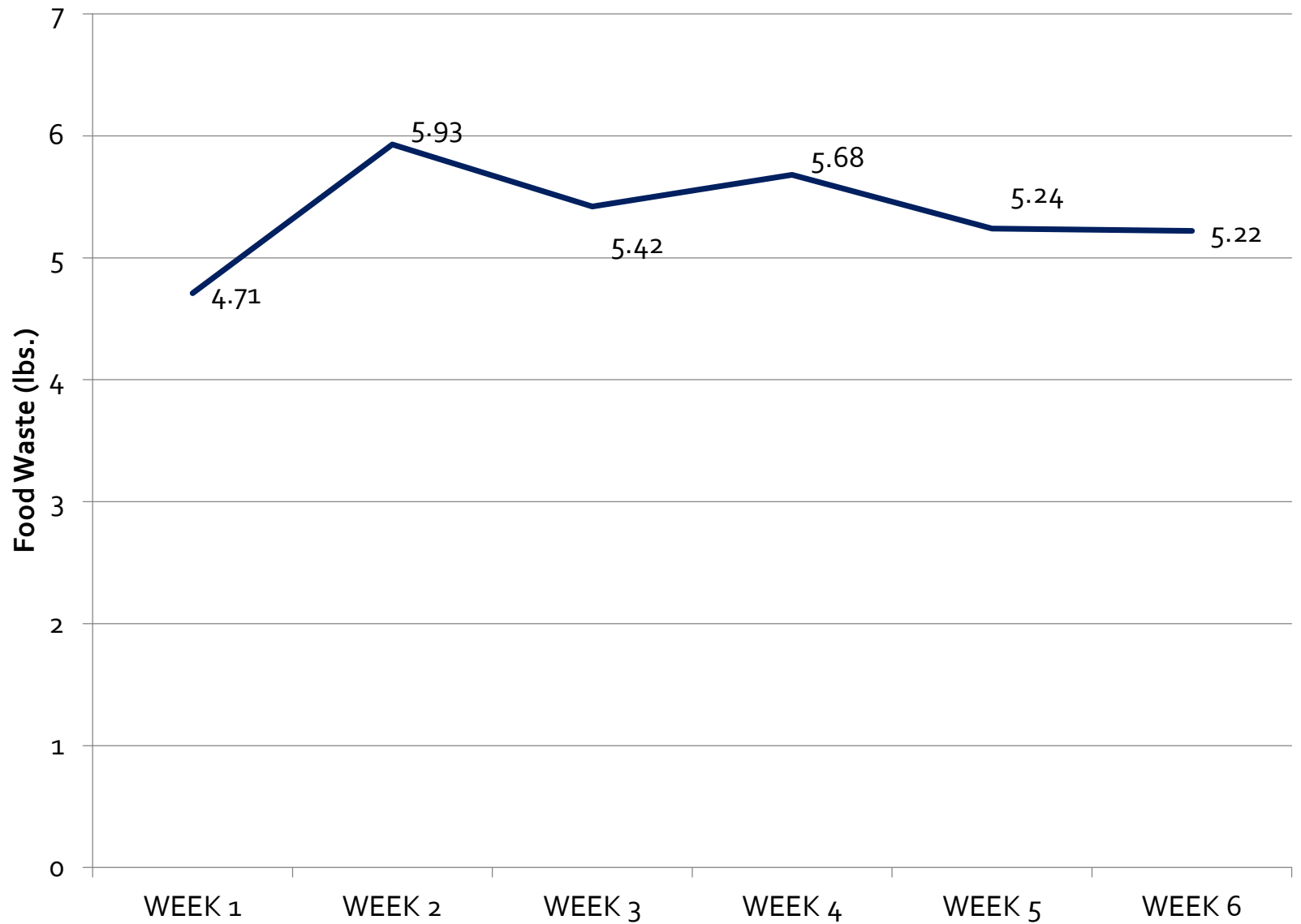


Pilot Details

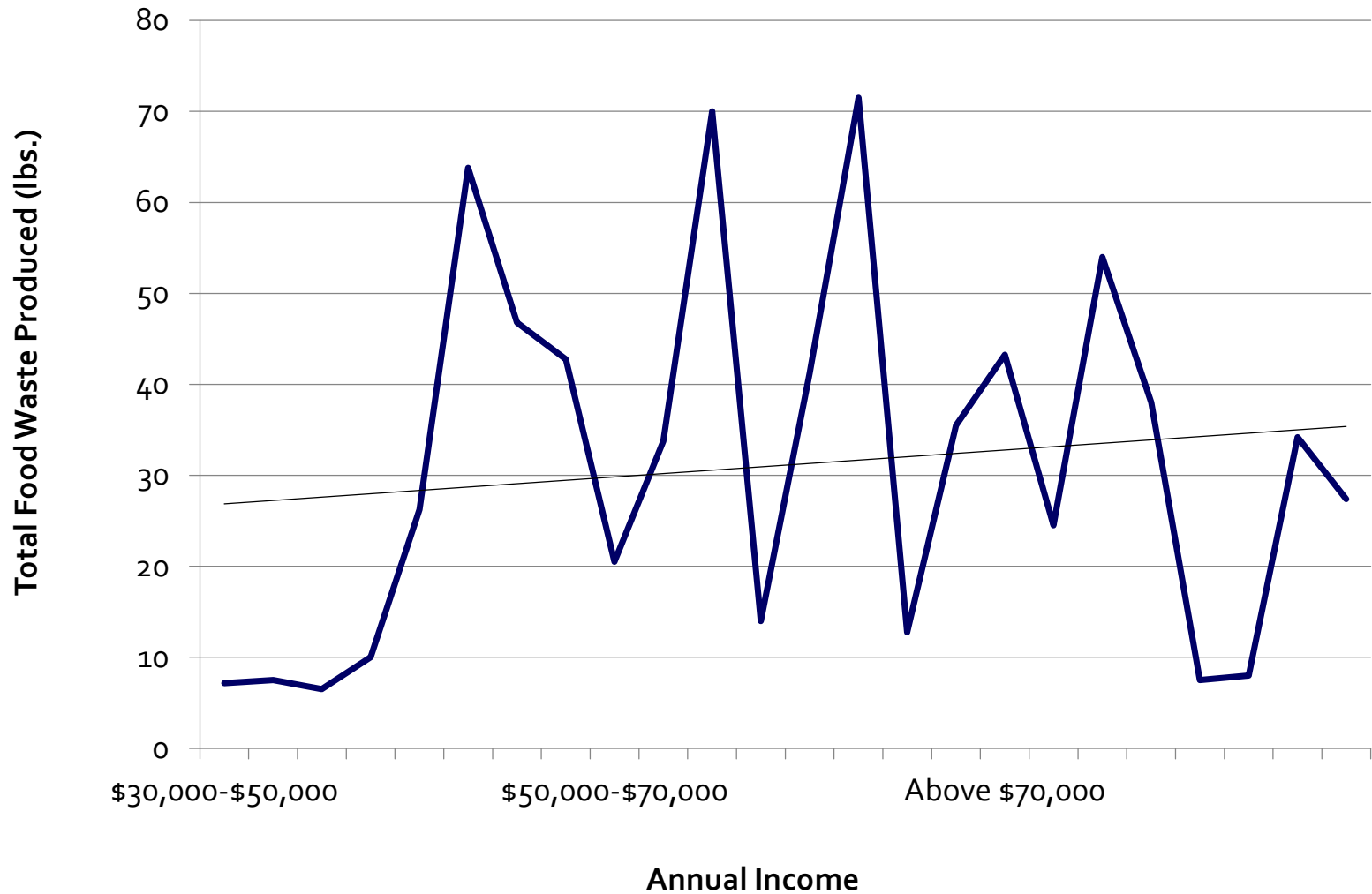
- Curbside food waste collection
- Three container options:
 - City cart (65 gallons)
 - Personal bin with annual yard waste sticker
 - Paper yard waste bags



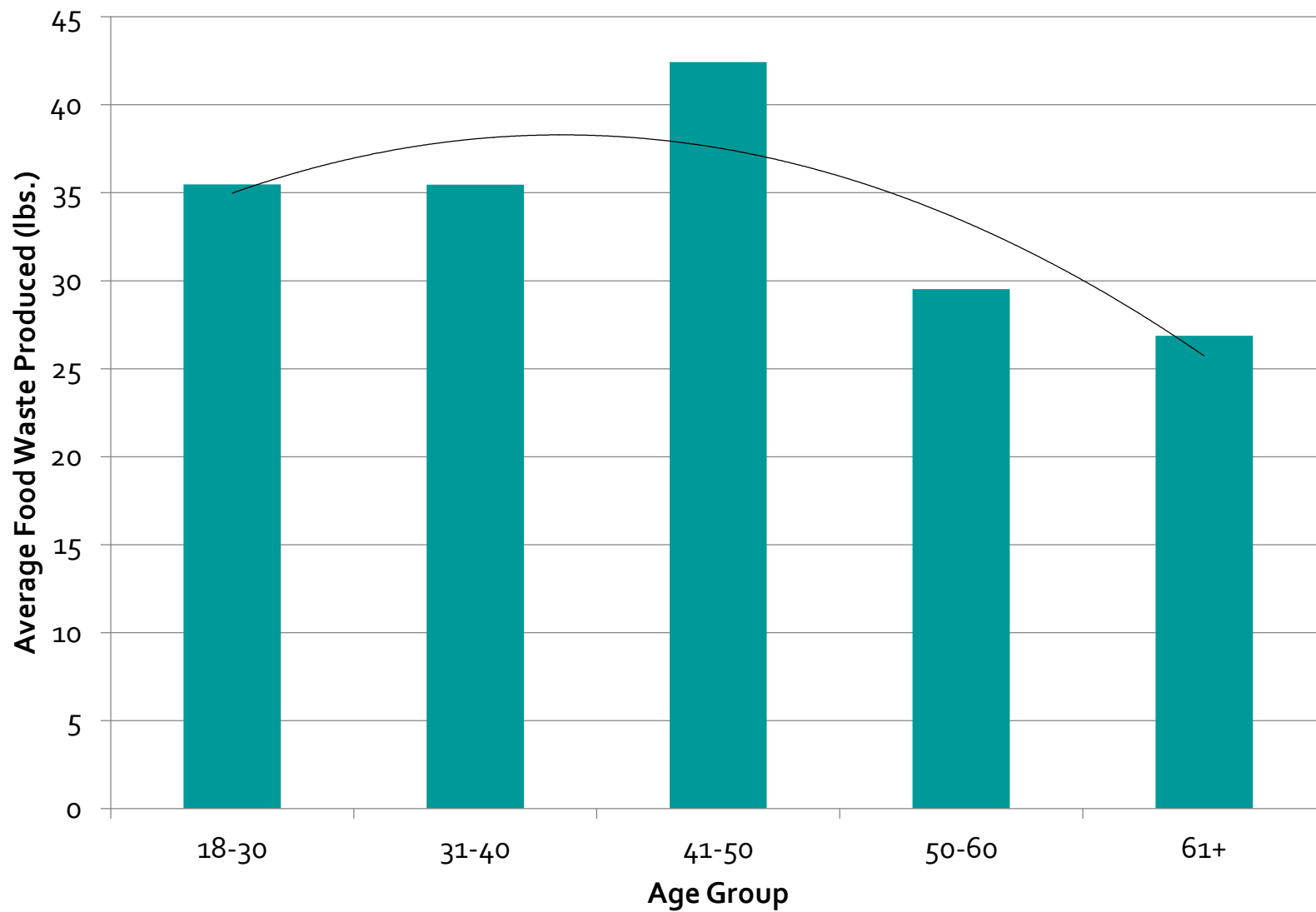
Weekly Food Waste Weights



Annual Income vs. Food Waste Produced

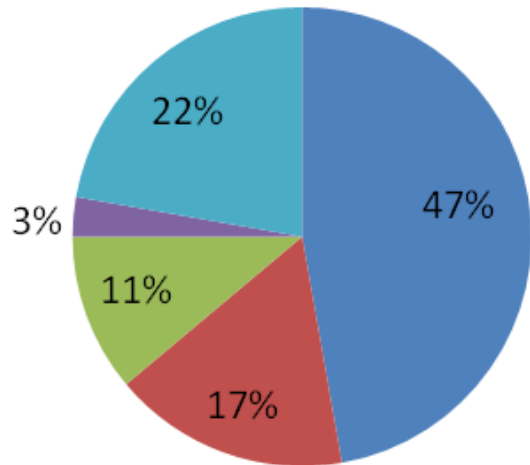


Food Waste per Age Group



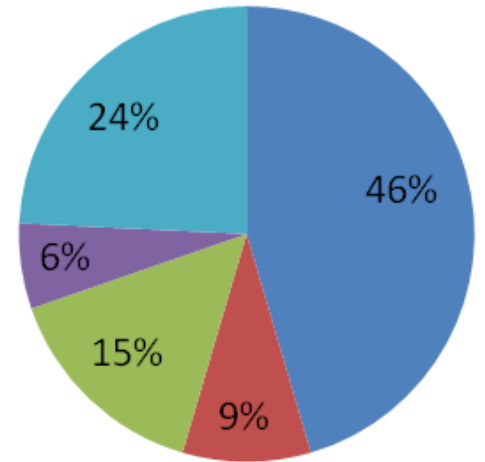
Top Reasons for Preventing Food Waste

Pre-Pilot



- It saves households money
- It reduces the amount of gases causing climate change
- It saves the resources used to produce, distribute, and prepare the food
- It saves the community money
- It's morally wrong to waste good food

Post-Pilot



Curbside Collection Results

- Bin over bag
- ~1,000 pounds of food waste diverted
- Data important for future expansion to curbside customers (15,000 households)



Before



After

Goals and Our Progress

- Food as valuable resource, NOT waste
 - Progress: 92% agree they are more aware of food going to waste in their household
- Reduce food waste in Iowa City
 - Progress: 85% of households found the FTGTW strategies and tools useful, and 96% feel they are likely to continue to use the FTGTW resources
- Increased participation in curbside organics program
 - Progress: coordinating with Refuse Division to start curbside food waste collection in spring (all outreach will include REDUCE, then compost)

Next Steps

- Educational outreach
- Work with Refuse Division
 - Train curbside employees to inspect loads
 - Teach residents what is compostable/what is not



Thank you!

- For more information on the FTGTW program, visit our website:
www.icgov.org/foodwaste

